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Gamification is the application of game elements and digital game design techniques to non-game problems, such as business and social impact challenges. This course will teach you the mechanisms of gamification, why it has such tremendous potential, and how to use it effectively. For additional information on the concepts described in the course, you can purchase Professor Werbach's book *For the Win: How Game Thinking Can Revolutionize Your Business* in print or ebook format in several languages.

1. Gamification and Games

Gamification is a new field, but games are ancient. In this first module, we'll look at what gamification is, why organizations are applying it, and where it comes from. While there isn't universal agreement on the scope of the field, a set of concepts are clearly representative of gamification. The second lesson explains why the concept of games is deeper than most people realize, and how game design serves as a foundation for gamification.

2. Deconstructing Games

What exactly does it mean to apply game design principles in non-game contexts? In this module, we'll discuss how game designers approach their craft, and how to see any situation through the lens of game design. Then we'll examine the raw materials of games and gamification, known as game elements. We'll learn how to break down a game into its

3. Motivation and Psychology

Gamification is a technique for motivation, so it ties very directly into psychology. This unit introduces the major psychological concepts relevant to gamification. The first lesson focuses on behavioral approaches and reward design; the second identifies the risks and alternatives to this approach.

4. Design Gamification done well is a form of design. This module describes the design process, and provides a six-step framework to apply to any gamification project. The second lesson identifies important considerations and options for developing creative, human-centered, thoughtful gamification solutions.